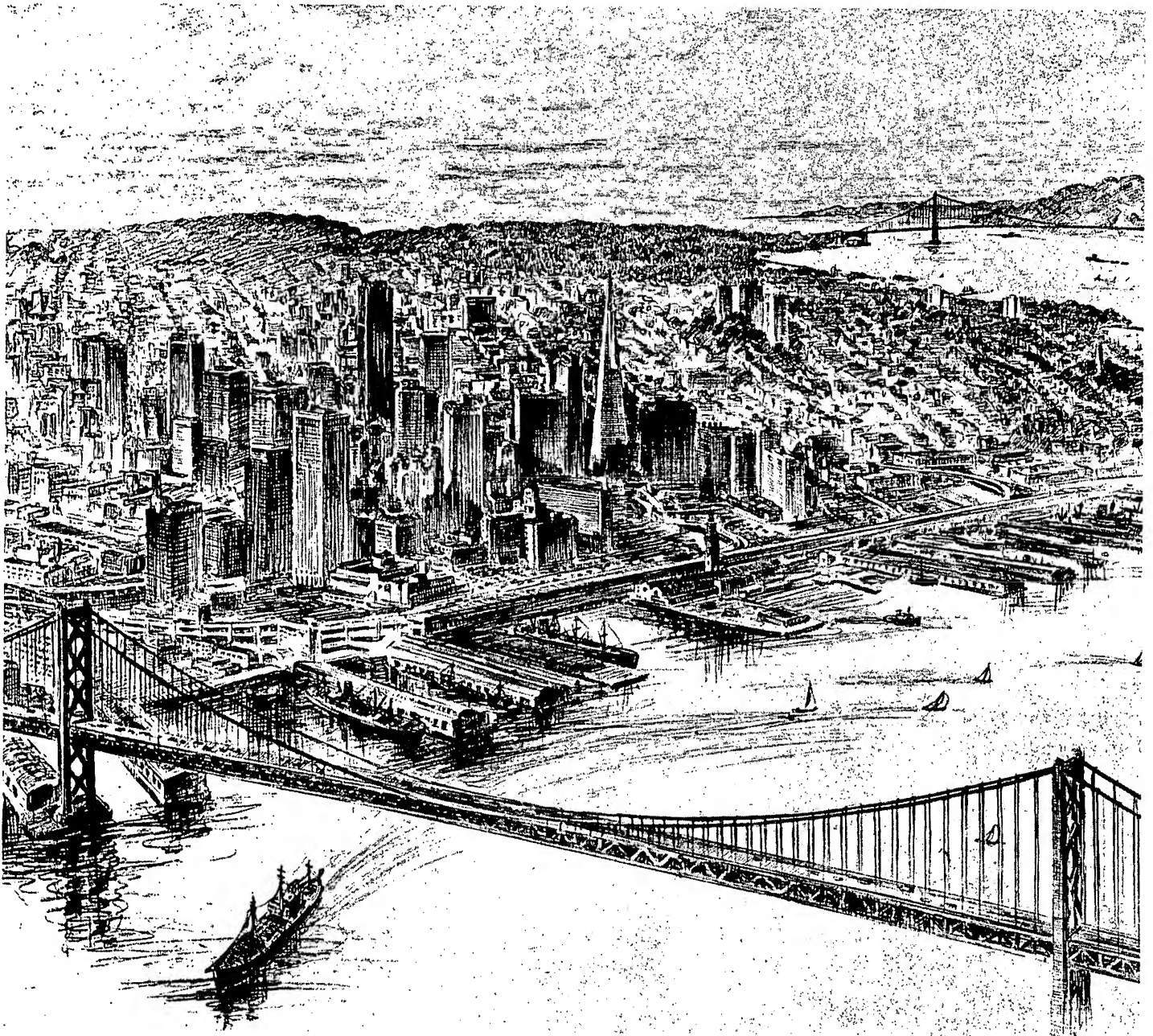
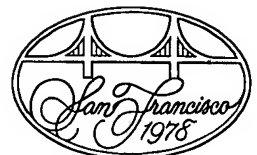


Nob Hill News

MONDAY, FEBRUARY 6, 1978 NO. 5



TWENTY-EIGHTH ANNUAL UNIVERSITY FOR PRESIDENTS SAN FRANCISCO FEBRUARY 5-11, 1978



WISE IS HE WHO LEARNS FROM EVERY MAN

Monday on Nob Hill Opening Ceremony

There's been a slight change in plans with the Opening Ceremony, so please read carefully...

Jump out of bed and head for the Fairmont Terrace Room! Starting at 7:45 a.m., the Sutter Street Stompers will serenade you as you enjoy your free continental breakfast. (Early risers: You can have breakfast in the Terrace Room beginning at 6:45, but the Stompers don't hit the floor until 7:45.)

At 8:45, the music will lead you to the Grand Ballroom, so you can be seated by 8:55. Remember to allow sufficient time to get to the Ballroom

because there is limited elevator service. The doors will close at 9 a.m. and the Opening Ceremony will begin promptly. No one will be admitted once the doors are closed.

Don't miss the experience:
It will dazzle you!

REMEMBER YOUR NAME BADGE!

Faculty: The front left portion of the Grand Ballroom has been reserved for you. Please be seated in that area.

Message from the Chairman



Welcome to San Francisco and the 28th Annual University for Presidents! We hope you are prepared for a fast, action-filled five days. You are going to experience an invigorating and challenging week, and we hope you enjoy it as much as we have enjoyed planning it for you.

A YPO university is a unique experience. We have 160 hours of education and idea exchange scheduled, plus four unique social events. We encourage you to participate in all of the education and social events available to you this week.

Your San Francisco Committee includes:

Education Chairpersons--Ron and Harriet Weintraub
Social Chairpersons--Charlie and Jackie Davis
Transportation/Hospitality/Sports--Bob and Dottie Dickinson
Promotion and Publications--Ed and Judy Ligon
Northern California Liaison/Prayer Breakfast/Home Parties--Jiggs and Jackie Davis
Finance--Frank and Mary Lou Little
Advisors--International President and First Lady, Jack and Bobbi Linkletter

On behalf of the University Committee we sincerely hope you enjoy your week and thank you for joining us.

Jack and Bonnie Heidt
University Chairpersons

Education

Achieving Full Potential and Awareness

The San Francisco University is offering several classes to provide YPOers and their spouses with techniques, insights, perspectives and information that will make every aspect of their lives richer and more successful. The classes are geared toward expanding innate abilities and increasing potential to understand, succeed and enjoy. The entire approach concentrates on what is "right" with people rather than what is "wrong."



Werner Erhard

The range of subjects is wide:

- Werner Erhard, the founder of est (Erhard Seminars Training), will speak about Creating a Context of Satisfaction. Erhard believes that we all possess the power to transform our lives and that we can become more happy, loving and self-expressive.
- Timothy Gallwey will give classes on The Inner Game of Tennis--A New Approach to Learning (he wrote the book with the same title) and The Inner Game of Life--Quest for Self-Knowledge. Once captain of the tennis team at Harvard, Gallwey has developed a practical approach to

life and learning that uses tennis and other sports as the focal experience. Well grounded in yoga, Zen and meditation, Gallwey is concerned with removing the mental obstacles that prevent us from realizing our full potential.

- Roger Gould, M.D., is a psychologist who specializes in the crises of mid-life. In his class, The Unfolding Career: The Unfolding Life, Dr. Gould will show how mid-life crises can provide us with the opportunity to gain new energy and establish new direction through re-evaluating goals at home and at work. There will be one class for men and one for women.

- Kenneth Olson, a clinical psychologist and former Lutheran pastor, will give classes on Living Successfully with Stress, The Art of Hanging Loose in an Uptight World (he also wrote the book of the same title) and The Miracle of Dialogue. Olson will teach YPOers and their spouses the skills of "hanging loose" emotionally. He will also show how to monitor your inner dialogue so that it becomes a positive emotional tool. Negative emotional responses, stress and bad communication can be controlled and genuine fulfillment achieved.

- Mitsuo Aoki, who refers to himself as a "cosmic dancer," is a professor of religion at the University of Hawaii. Aoki's concern with the "why" of suffering and the meaning of death is founded on the wisdom of Eastern religion. A convert to Christianity--he was born in Hawaii of Japanese Buddhist parents--Aoki will give classes on Overcoming Human Suffering: An Asian Perspective and The Meaning of Death: An Asian Perspective.

View from the Top

This series of four classes presents four business leaders who speak from years of top business and nonbusiness experience and whose understanding of top management can be invaluable to us.

Today's class features Jack Valenti, President of the Motion Picture Association of America, the Motion Picture Export Association and the Association of Motion Picture and Television Producers.



Jack Valenti

As today is Valenti's only opportunity to appear, View from the Top and his class on The American Movie Business are both scheduled for this morning. The movie session covers the rating system and the increase of sex and violence in films. Consult Monday's Education Schedule for times and locations of both classes.

PERCEIVED VALUE PRICING: PROBLEM OR OPPORTUNITY?

Daniel Nimer, an authority on price planning, has formulated a systematic approach to the determination of pricing objectives, strategies and tactics. In this course, he will emphasize the importance of the marketplace, rather than costs, and will discuss the role of the sales force in setting and selling the price.

COST REDUCTION TECHNIQUES FOR CHIEF EXECUTIVES

A First-Timers Model Curriculum Course

49er Harry E. Figgie, Jr., Chairman and Chief Executive Officer of A-T-O,

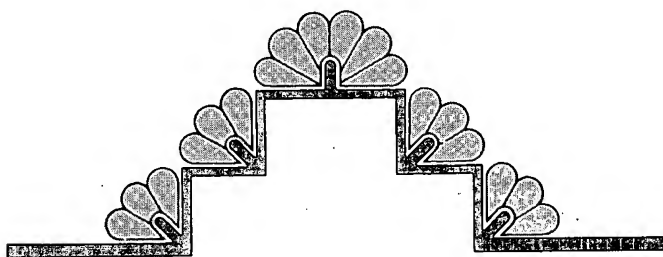
Inc., will show how the use of practical, quick and highly applicable techniques of cost reduction can result in a 10-to-20 percent savings in operating costs within 30 days. Although Figgie's techniques are neither sophisticated nor expensive, they should be effective in both quick and long-term cost reductions. The course will be repeated Thursday.

INVESTING FOR CHALLENGE, FUN AND, OF COURSE, PROFIT

YPOer Sandy Greenberg, head of a private investment company and a veteran of the How to Maximize Your Assets Seminar, will outline his own formula for successful investing. Focusing on problems of greatest interest to YPOers, he will show how to make the safest and best use of existing resources and assets, how to expand wealth through investment and how to preserve wealth through prudent financial planning. This course will be repeated Tuesday for more speculative investments.

HOW TO INCREASE PROFITS BY MEASURABLY IMPROVING PRODUCTIVITY

When he was Vice President of Systems Performance at Emery Air Freight, Edward Feeney established a national reputation by increasing annual profits by \$2 million a year. Now the head of his own consulting firm, Feeney will show how his system can improve employee performance and increase profits in YPO-sized companies. A significant advantage of his system is that it aids in identifying hidden or undervalued performance-improvement areas so positive steps can be taken. The course will be repeated Wednesday.



Today's Luncheon Speaker



Admiral
Stansfield Turner

We are privileged to have Admiral Stansfield Turner USN, Director of Central Intelligence, as luncheon speaker today.

Admiral Turner, who was sworn in as Director in March 1977, heads the Intelligence Community (all U.S. foreign intelligence agencies) and the Central Intelligence Agency. A Rhodes Scholar, Admiral Turner has held a variety of sea assignments, including command of a minesweeper, a destroyer and a guided missile frigate. As 36th President of the Naval War College in Newport, Rhode Island, he instituted major revisions in the curriculum to strengthen its academic content.

In August 1974, Admiral Turner became commander of the United States Second Fleet and NATO Striking Fleet Atlantic. He served in that capacity until August 1975, when he was named Commander-in-Chief, Allied Forces Southern Europe (AFSOUTH). Upon assuming that position in September 1975, he was promoted to the rank of Admiral. He held this command until assuming his present duties.

Idea Exchange

This afternoon, from 3:45 to 5 p.m., we will have the first of two Idea Exchange programs. Five sessions are scheduled today, including one specifically for spouses. Traditionally Idea Exchange sessions are among the most well-attended, enjoyable and stimulating programs offered at universities. Consult today's Education Schedule for the location of these sessions:

- o How and whether to sell your company
- o How to prepare yourself and your business for the next recession
- o How to deal with problems created by family members in your business
- o How to diversify to pull your company out of a rut.

For Women:

- o How to select a business that you want to own and operate.

Because of early departures for evening events on Tuesday and Wednesday, we are only able to schedule Idea Exchange sessions on Monday and Thursday. Plan to attend and participate.

A Word to the Wives

Ron and Harriet Weintraub have made a major effort to offer a wide selection of classes of interest to women. Two members of the business faculty will teach courses of practical value for women: Peter Lippett will cover "What Women Should Know About Management of Personal Finances"; and "Wills, Trusts and Taxes"; Gordon Miller will teach "Decision Making for Spouses" to help us improve on this talent. Women are welcome to attend other business classes to learn about everything from personal investments (with Sandy Greenberg) to negotiating (with Chester Karrass).

Our health, our minds and interpersonal relationships will be fully explored. In addition to the Sunrise Sessions on health, physical fitness and exercise, there will be two classes on women's health taught by Dr. Laurel Glass. Sharon Bower will teach women how to assert themselves in a positive way; Nathaniel Branden

continued...

will explore romantic love, intimacy and marriage; Roger Gould will direct one of his classes to women in mid-life transition; Thea and Thomas Lowry will present four classes on various aspects of marriage; and Ken Olson will show us how to live with stress.

Our children will benefit by what we learn from Fred Mills (self-esteem), Alberta Siegel (television), Jack Valenti (movies), Alice Thompson (learning) and Richard Rabkin (cults). Werner Erhard will explore est; Tim Gallwey, the inner game; and Mitsuo Aoki, Asian philosophy.

Finally, there will be two Idea Exchange Sessions devoted to women who want to learn about going into business.

We hope you will get to know other YPO spouses during your stay in San Francisco and that you enjoy the University--especially the classes of special interest to you.

Bulletin Board


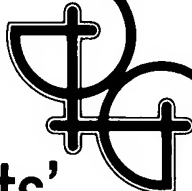
R, I, II, T and F? After some courses on the Education Schedule, you will notice the notation: (R), (I), (II), (T) or (FT). (R) signifies the course will be repeated during the week; (I) and (II) mean a topic is divided into two parts, each class being an independent unit; (T) indicates that the class will be taped; and (FT) stands for First-Timers Model Curriculum Course.

There are 2 Gold Rooms: one in the Fairmont and one in the Stanford Court. Check your daily Education Schedule to make sure you are in the right room for the right class!

Today is your only opportunity: to hear Werner Erhard, the creator of est, Erhard Seminars Training.

Don't be late: Tonight's program, Inside Hollywood: A Few Words About Lyrics, starts promptly at 9:30 p.m.

It will end no later than 11 p.m., so early risers won't miss the morning jog and health classes.

Presidents' Prayer Breakfast

Jiggs and Jackie Davis, Prayer Breakfast Chairpersons, invite you to attend a traditional highlight of YPO universities: the Presidents' Prayer Breakfast, on Wednesday, February 8, at 7 a.m. in the Gold Room of the Fairmont Hotel.

The inspirational message will be given by Charles "Chuck" Colson--scholar, lawyer, former Special Counsel to the President and founder of Prison Fellowship, a ministry in Washington, D.C.

The prison ministry conducts seminars for wardens, chaplains, inmates and community leaders to bridge the historic barriers of alienation by means of the spirit of Christ.

Fun and Games

Want to relax and mingle with friends you haven't seen since the year of the flood? Want a chance to build new friendships? Come on down to the Game Room, located just outside the Grand Ballroom of the Fairmont.

YPOers only will be welcomed to the Game Room--featuring a cash bar, lounge section and game section with card tables, pool and ping pong tables. Open 2 to 5 p.m. every day.

Chapter Cocktail Parties

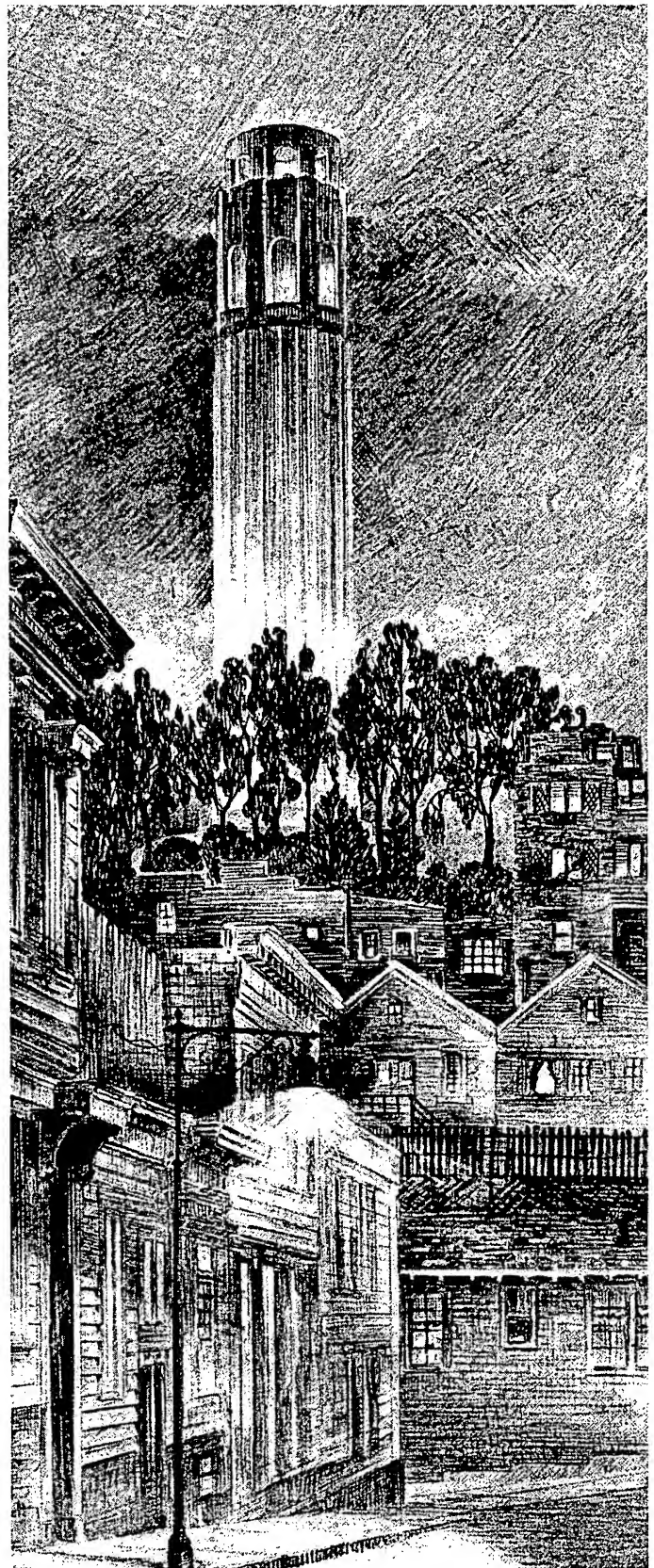
Achtung: All of the 11 attending couples from the YANKEE CHAPTER can consider themselves extremely fortunate to have reservations for Monday's dinner at La Bourgogne Restaurant (330 Mason Street) at 8 p.m. This is a "Gozinta," so those who do not arrive on time (or at all) will have the pleasure of dividing the check. Questions? Call your friendly Social Chairman Dick Zitser, room 610 in the Fairmont.

PHILADELPHIA CHAPTER members are having a party at the Bank of America Building on Monday, February 6. Cocktails at 7 p.m. in the Bank of America Boardroom; dinner in Davre's Carnelian Room. Your hosts for the evening are Ed & Nancy Driscoll and Fred & Judy Fishman.

The SOUTHERN CALIFORNIA CHAPTER party Monday night will start at 7 p.m. at the Imperial Palace, 919 Grant Street in Chinatown. This change in time will permit us to attend the Bergmans' special Inside Hollywood presentation. Contact Rob Hixson at the Stanford Court if you have questions.

FREEBIES!!!

In addition to your free breakfast this morning, your Committee has made special arrangements for you to be served a FREE continental breakfast Tuesday through Friday. Come to the Fairmont's Grand Ballroom, 6:45 to 8:30.



WARNING: A YPO COUPLE HAS HAD THEIR ROOM BROKEN INTO AND THEIR VALUABLES STOLEN. WE URGE YOU TO CHECK YOUR VALUABLES AT THE FRONT DESK.

Nuts and Bolts

FOOD FOR THOUGHT

Because of your Committee's fiscal acumen, those \$9 (plus tax and tip) lunches you've been reading and hearing about will be only \$6 (plus tax and tip). If you've already signed up for the \$9 per person per meal plan, you too will be billed at the \$6 rate.

BILLS...BILLS...BILLS

Important! You may only sign bills and charge to your room in the Hotel in which you are registered, not in both Hotels. Stanford Court people cannot have dinner in the Fairmont and charge it to their room and vice versa!

TENNIS FANS

The limited number of courts and playing hours have minimized playing time. If you signed up to play and find you can't, notify the YPO Information Desk so that someone else can.

QUESTIONS AND ANSWERS

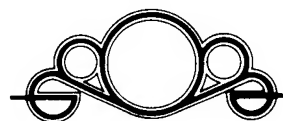
The YPO Information Desk is located on the Mezzanine level of the Fairmont Hotel near the Gift Shop. It will be open Monday through Friday 8:30 to 4. Fairmont people call extension 5360; Stanford Court people call 772-5360.

HOME PARTIES

Your Wednesday night home parties hostess is planning on your visit. If something happens that prevents you from attending her dinner, please call the YPO Information Desk and leave a message for Tonsie McAden. From the Fairmont call extension 5360, from the Stanford Court call 772-5360.

SMOKING

...Is not allowed in classrooms



REMINDERS

1. THE OPENING CEREMONY BEGINS AT 9 A.M. SHARP, SO BE IN YOUR SEAT BY 8:55 A.M.

2. COME TO THE FAIRMONT'S TERRACE ROOM FOR A FREE CONTINENTAL BREAKFAST; OPENS AT 6:45 A.M.

3. DON'T MISS TODAY'S LUNCHEON SESSION WITH ADMIRAL STANSFIELD TURNER, 12:20 P.M. IN THE FAIRMONT'S GRAND BALLROOM.

4. JOGGERS MEET AT 4 P.M. AT THE FRONT ENTRANCE TO THE FAIRMONT.

5. TONIGHT'S A FREE NIGHT--DISCOVER SAN FRANCISCO.

6. WEAR YOUR NAME BADGE EVERYWHERE!

